```
conversation_history.clear()
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answer_question("If I query you about something which you don't know what will be your response?")
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    warnings.warn(

If I query you about something which you don't know what will be your response?

I will get back to you on this

CH CH CH CH CH-12. GCH-1 1 . CH-10 CH-9 \ GH CH - 13 CH - 14 Aapter @ Discussion: Objectionable Questions A new hired researcher might be asking questions that may not be deemed ideal. T ake a look at following questions, suggest improvements in those that have any flaw . ¢ What is your salary? ¢ Are you strong or weak supporter of ...? (ambiguous question) ¢ Do your children behave well at ...? ¢ What are most salient (or best) attributes in ... [brand]? ¢ V olvo is the safest car on road, right? (leading question) ¢ Do you want to do masters and PhD? (two questions in one) types of problem questions: Leading question: A question that is already pushing the respondent towards a certain response. For example, Volvo is the safest car , right? This question is pressurizing the respondent to say yes. Ambiguous question: That may reveal dif ferent answers. For example, are you a strong supporter of Pakistan's cricket team? Now , almost every Pakistani would say yes, but then ask them how many matches do they watch? One strong supporter might watch every match and another may watch only on special occasions such as during world cups. The word 'strong' is ambiguous and open to interpretation in dif ferent ways by different people. A person saying he/she slept late last night, might have slept at any time between 9pm to 5am. Late has to be defined. Double- barreled question: It means asking two questions in a single sentence. The issue is that obviously the answer given by customer won't clarify which question they are responding to. For example, 'Do you eat My Bur ger and find it of high quality?' Now , if the response is 'yes', to which question is the respondent saying yes to, about eating at My Bur ger or about considering it of high quality? It would be better to convert such a double- barreled question into two separate questions. Open and close-ended questionnaires: There are various data collection methods and most of these include a questionnaire. There are one of two types of questions. One is open-ended meaning a question is asked and participant may respond by writing anything. It is good for exploratory research. Second, is a close- ended questionnaire that has choices and options given to respondents so it is easier for them to check their choice. Also, data collected is easier to be interpreted. Close ended questions may be dichotomous (have only two choices such as yes/no), MCQs (Multiple Choice Questions) that have three or more options as in some exams of universities. It may also be on a Likert scale having two extremes with various options as strongly agree to (Source:

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answer_question("I have exam tomorrow on Marketing. What should I do to pass the exam?")
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I have exam tomorrow on Marketing. What should I do to pass the exam?

If you have not studied the course contents, then you can look up the syllabus on the web to get an idea about the topics and topics that are covered in the exam. There is a good chance, if you go through the syllabus and look into the questions that are going to be covered in the exam you will be able to identify the information that you have not understood from the course. If some portion is not covered in the course or the topics are very broad, try asking the lecturer or one of your friends who have recently taken the same course to help understand those topics and help prepare for the exam.

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otpend« (Each class may have an unannounced CA or Quiz, some CAs may be non-graded) Mid T erm 15% Project/Slides/Presentation 70% - Sessional work Final Exam + V ivas 30% Prior preparation, regular attendance, and professional participation in all classes is expected. Come to the class prepared to lead the class discussion for analytical interpretations, alternative strategies, and persuasive solutions. Kindly arrive on time and leave as scheduled. Quality of (almost) all communications, written and oral, may be evaluated. A general rule of thumb for preparing for a course is 1 hour of outside preparation for every hour in class to achieve an average grade e.g. 'B-". Alternately , to gain 1% marks you will have to study for about 1 hour hence it should give you a rough idea of how much time you should spend on this course to achieve the marks/grade you desire. Skills required in work/business are: Management/or ganizing, Emotional Quotient (EQ)/ social (listening), ability to learn (adaptability), problem solving, decision making, leadership, visionary , ethics, time management, stress management, initiative, intelligence (IQ). Irrespective of in which field a person enters above mentioned skills are nevertheless very important, hence participants should emphasize more on these rather than just subject knowledge. Late submissions/arrivals: Late submissions are eligible for zero marks; might be considered at 50% maximum. Participants arriving in class late by even a single minute maybe marked absent. Upon seventh late/absent (out of 30 sessions) participants may be getting SA/F grade. W# Lecture content Assignments and Activities — Ch-1: Introduction to Marketing CA-1: Profile Ch-2: STP Asg#1: Personal Brand Dev . Ch-3: Consumer Behaviour CA-2: Scavenger Hunt Ch-4: Products and Brands Asg#2: Marketing updates & STP Ch-5: Product Innovation Asg#3: Interview Ch-6: Pricing Asg#4: Responsible Consumer Ch-7: Promotion Mini-Project on Brands MID-TERM oO | MOI INI AD] ON] BR }] Ww] N Ch-8: Distribution CA: Kahoot/Ads Ch-9: Environment Ch-10: Ethics and Haya Asg/Act: Marketers & Haya Ch-1 1: Research V iva Ch-12: Strategy & Globalization Ch-13: Power of Entrepreneurship Final Presentations (Source:

```
answer_question("I know that marketing is to sell things to people through various means. Is it enough to pass the course?")
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I know that marketing is to sell things to people through various means. Is it enough to pass the course?

No, this is incorrect. Marketing is to educate the public on various aspects of business and is critical for a thriving economy. It's important to understand the definition of Marketing as provided by AMA.

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you know this you'll become more alert consumer with rational decision making. This also reflects the purpose of education; to unlock the mind, to educate it and feed it with knowledge that is beneficial for humanity . Moreover , throughout this book you will learn about many companies and brands and perhaps might even discover a career . Irrespective of which field you belong to, whether you are a student of CS, IT, business, medicine, engineering, aviation, or a professor who is teaching, or a professional looking to expand his business, or even just an ordinary person, all of us are touched by marketing in one form or another . So, the knowledge of marketing is crucial as it guides us towards better business practices and also helps to become better and more informed consumer . What is Marketing? For a layman marketing is just 'selling' or 'advertising' as it is usually the

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answer_question("What is Postmodernism?")
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What is Postmodernism?

'Postmodernism', in its broadest sense, refers to any movement away from a dominant, orthodox, or universal mode of thought. In its strongest definition, it refers to the phenomenon where 'postmodern' (or post-') is used as a phrase to denote anything that is different or singular. It also refers to an attitude, mood or attitude, i.e. a pose. In a more restricted sense, it refers to a philosophical movement that ex- ploded modern or traditional concepts. In a still more restrictive sense, it refers to a particu- lar type of advertising or marketing, i.e. the postmodern.

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18 The Marketing Book The postmodern condition Paralleling the transformations that are taking place in the aesthetic and economic spheres, a postmodern turn in the nature of knowledge and thought has transpired. The so-called Enlightenment Project, which commenced in western Europe during the eighteenth century and comprised a systematic, rigorous, suppos- edly dispassionate search for objective knowledge, universal laws, meaningful general- izations and absolute truths, has run slowly but irreversibly into the sand. Its replacement, to some extent at least, is a low-key postmodern worldview, which emphasizes the boundedness of knowledge, the limits to generalization, the lack of universal laws, the prevalence of dis- order over order, irrationality rather than ration- ality, subjectivity instead of objectivity, and passionate participation as an alternative to dispassionate spectatorship. Thus, the 'grand narratives' of the project of modernity – prog- ress, freedom, profit, utopia, liberalism, truth, science etc. – have been superseded by an awareness of the lack of progress, the absence of freedom, the price of profit, the dystopia that is utopia, the illiberalism of liberalism, the fiction that is truth and the artistry of science. Postmodern apocalypse Another, and in certain respects the most straightforward, way of grasping the post- modern is to eschew the idea that it is an 'it'. Its 'itness', after all, assumes a referential model of language (i.e. that there are 'things' out there in the world that the word 'postmodern' refers to), which is something card-carrying postmodern- ists are loath to concede (assuming, of course, that there are things out there called post- modernists). Postmodernism, rather, is better regarded as an attitude, a feeling, a mood, a sensibility, an orientation, a way of looking at the world – a way of looking askance at the world. A pose, if you prefer. Irony, parody, playfulness, irreverence, insolence, couldn't- care-less cynicism and absolute unwillingnessto accept the accepted are postmodernism's distinguishing features. Hence, the progressive, optimistic, forward-looking, ever-onward-ever- upward worldview of the modern era has been replaced by a pessimistic, almost apocalyptic, sense of apprehension, anxiety, apathy and anomie. The postmodern, then, is suffused with an air of exhaustion, ending, crisis and (calam- itous) change. Its characteristic attitude is a 'mixture of worldweariness and cleverness, an attempt to make you think that I'm half- kidding, though you're not quite sure about what' (Apple, 1984, p. 39). Money back guarantee Now, it doesn't take a great deal of cleverness, let alone world-weariness, to recognize that many of these purported postmodern traits are discernible in today's marketing and consumer environment. Consider shopping centres. The archetypal Arndale developments of the 1960s – all reinforced concrete, flat roofs, straight lines, low ceilings and oozing mastic – have been eclipsed by postmodern shopping malls, which are bright, airy, eclectic, ornamented, extravagantly themed, unashamedly ersatz and invariably welcoming. Instead of a glowering, intimidating, brutalist bulk, a blot on the cityscape that seemed to say, 'enter if you dare, go about your business and get out as quickly as possible', postmodern centres suggest that shopping is a pleasure not a chore. They say, in effect, 'enjoy yourself, call again, bring the family, fulfil your fantasies, relive your child- hood, imagine yourself in another world or another part of the world, or both' (Goss, 1993; Maclaran and Brown, 2001; Shields, 1992). In advertising, likewise, the straightfor- ward marketing pitch of tradition – 'this product is good, buy it' – is almost unheard of these days (except when it's used ironically). Contem- porary commercials are invariably sly, subtle, allusive, indirect, clever, parodic, insouciant, self-referential (ads about ads), cross-referential
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CHAPTER 2 Postmodern marketing: everything must go! STEPHEN BROWN Grand opening offer What on earth does 'postmodern' mean? A very good question, and one that is not easily answered, because the word, many believe, is as meaningless as it is ubiquitous. It is a word that has been applied to everything from making love (over the Internet, by means of teledildonic body suits) to making war (as in the Gulf or Kosovo, where virtual attacks are mounted and western casualties avoided at all costs). What's worse, the word has attracted the anoraks of this world, like legendary moths to a proverbial flame, all determined to define the indefinable. The inevitable upshot of this mission to explain the postmodern is a massive, rapidly growing and almost unreadable mound of books, articles and anthologies. The shelves of our libraries and bookshops literally groan under the weight of texts with 'postmodern' in the title; the A to Z of academic disciplines – from accountancy to zoology – has been infiltrated by postmodern fanatics, and many academic careers have been made, or unmade, on the back of this infuriating intellectual beast (Appignanesi and Garratt, 1995; Best and Kellner, 2001; Cal´ as and Smircich, 1997; Crews, 2001; Ward, 1997).Indeed, so pervasive is the discourse on the postmodern (and so pervasive is the discourse on the discourse . . .), that post- modernism has become one of the dominant organizing concepts – if it is a concept – across the social and human sciences. Granted, com- paratively few people in each academic dis- cipline espouse a

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answer_question("What is marketing?")
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What is marketing?

Marketing, also called commercialisation, is an interdisciplinary area of expertise that is used to identify and understand the value proposition of a business, and to create, communicate, deliver and exchange insights, expertise, products, and services that create value for customers, clients, partners and society. The combination of marketing and commercialisation allows a business to bring its ideas, innovations and resources to implementation.

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you know this you'll become more alert consumer with rational decision making. This also reflects the purpose of education; to unlock the mind, to educate it and feed it with knowledge that is beneficial for humanity . Moreover , throughout this book you will learn about many companies and brands and perhaps might even discover a career . Irrespective of which field you belong to, whether you are a student of CS, IT, business, medicine, engineering, aviation, or a professor who is teaching, or a professional looking to expand his business, or even just an ordinary person, all of us are touched by marketing in one form or another . So, the knowledge of marketing is crucial as it guides us towards better business practices and also helps to become better and more informed consumer . What is Marketing? For a layman marketing is just 'selling' or 'advertising' as it is usually the response of people when they are asked what do they think of 'marketing'. As we proceed further , we'll learn that these two come under the domain of marketing; whereas marketing itself encompasses a lot more. As a matter of fact marketing starts long before a product even reaches the market. For example, a company has to analyse the needs and requirements of people, estimate how many people might be using similar products, predict the willingness of the number of people to purchase a particular type of product, estimate the price for a product which the buyers would be interested in paying and so on. These activities certainly go beyond simple advertising and selling. All of these activities are a compulsory part of the company planning because overlooking these details will likely get the company into trouble. Marketing Defined T ry asking ten experts or even twenty to define

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answer_question("Explain in detail what is marketing? Also add some examples")
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Explain in detail what is marketing? Also add some examples

Marketing, broadly speaking, is an activity, set of institutions and processes for creating, communicating, whole business seen delivering and exchanging of offerings that have value for customers, clients, partners and society at large. This definition of marketing contains a number of important concepts, including 'value' for customers.

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you know this you'll become more alert consumer with rational decision making. This also reflects the purpose of education; to unlock the mind, to educate it and feed it with knowledge that is beneficial for humanity . Moreover , throughout this book you will learn about many companies and brands and perhaps might even discover a career . Irrespective of which field you belong to, whether you are a student of CS, IT, business, medicine, engineering, aviation, or a professor who is teaching, or a professional looking to expand his business, or even just an ordinary person, all of us are touched by marketing in one form or another . So, the knowledge of marketing is crucial as it guides us towards better business practices and also helps to become better and more informed consumer . What is Marketing? For a layman marketing is just 'selling' or 'advertising' as it is usually the response of people when they are asked what do they think of 'marketing'. As we proceed further , we'll learn that these two come under the domain of marketing; whereas marketing itself encompasses a lot more. As a matter of fact marketing starts long before a product even reaches the market. For example, a company has to analyse the needs and requirements of people, estimate how many people might be using similar products, predict the willingness of the number of people to purchase a particular type of product, estimate the price for a product which the buyers would be interested in paying and so on. These activities certainly go beyond simple advertising and selling. All of these activities are a compulsory part of the company planning because overlooking these details will likely get the company into trouble. Marketing Defined T ry asking ten experts or even twenty to define %zarketing', 7 i chances are that you will get an equal number of dif ferent Marketing: Creating answers because a single universally accepted definition of —§ 94 capturing customer marketing has not yet been achieved. One of the shortest _Y/¥®: possible definitions of marketing would be "creating and — capturing customer value".) American Marketing Association (AMA) renewed marketing : ree: definition in 2013 as "Marketing is the activity , set of [Marketing] is the institutions and processes for creating, communicating, whole business seen delivering and exchanging of ferings that have value for from the point of view customers, clients, partners and society at lar ge"'. This lengthy definition contains a number of important concepts, one is 'value' for customers. While remaining concepts as 'creating (product),
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answer_question("What do you mean by capturing customer value?")
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What do you mean by capturing customer value?

Customer value is comprised of the customer receiving the value that the business provides, and the organization receiving value from its customers. To determine the value that the company can provide to its customers, it is first necessary to understand what value they receive from the supplier organization. Once these two values have been determined, it is possible to target customers with a strategy that aims to deliver a superior experience. A value assessment will be used to determine if the potential value proposition is likely to result in a superior customer

Start coding or generate with AI.

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492 The Marketing Book transfer them to the customer as customer value. Customer strategy The other half of the strategy equation is deciding which customers the business wants most to attract and to keep, and which custom- ers it would prefer to be without. While the prior review of business strategy will be instru- mental in reaching a judgement on broad customer focus, consideration of customer strategy will help to refine customer selection. This will frequently require a reappraisal of the way in which customers are approached and segmented, and the way in which resources are allocated. The value creation process The value creation process is concerned with transforming the outputs of the strategy devel- opment process into programmes that both extract and deliver value. The value creation process consists of three key elements: deter- mining what value the company can provide to its customers (the 'value the customer receives'); determining the value the organiza- tion receives from its customers (the 'value the organization receives'); and, by successfully managing this value exchange, maximizing the lifetime value of desirable customer segments. The value the customer receives The value the customer receives from the supplier organization is the total package of benefits derived from the 'core' product and the added value that enhances the basic features such as service and support. The aim is to create a value proposition which is superior to and more profitable than those of competitors. To determine if the value proposition is likely to result in a superior customer experience, it is necessary to quantify the relative importance that customers place upon the various attributes of a product. Analytical tools such as trade-offanalysis can be applied to discover the impor- tance given to each attribute by the customer. The value the organization receives The pursuit of customers must be based on a sound understanding of how acquisition costs vary at both the segment and channel levels. In many instances, customer acquisition can be improved through insights drawn from the value proposition and the value assessment. Research findings have also clearly linked retention to profitability. While the financial implications of emphasizing customer reten- tion to an extent greater than customer acquisi- tion are significant, remarkably few companies have sought to benefit from this knowledge. Customer segment lifetime value analysis To decide the relative amount of emphasis that should be placed on customer acquisition and customer retention, it is necessary to under- stand acquisition and retention economics at segment, or better yet, a micro-segment or individual level. The key metric used to evalu- ate customers' profit potential is customer life- time value . The multichannel integration process The multichannel integration process involves: decisions about the most appropriate combina- tion of channels; how to ensure the customer experiences highly positive interactions within those channels; and, where customers interact with more than one channel, how to create and present a 'single unified view' of the customer. To determine the nature of the business's customer